

KEITH-O'BRIEN'S ANNUAL MUSLIN UNDERWEAR and WHITE GOODS SALE

MANY DISTINCTLY NEW CREATIONS

Ladies' Gowns

An Interesting Feature of the Great Annual Muslin Underwear Sale.

SIX EMPIRE STYLES OF MUSLIN GOWNS—with deep lace yoke; lace edging on neck and sleeves; also high neck and tucked yoke with ruffle of cambric around the neck and sleeves. Special price for Annual Sale **50c**

V NECK—Empire style; high neck, trimmel with lace and embroidery; hemstitched ruffles; also lace ruffles. Special Price for Annual Sale **75c**

MUSLIN GOWNS—Chemise style with low neck and short sleeve; embroidery edged with lace and fancy beading drawn with ribbon; high neck style with deep yoke of embroidery; large full sleeve; neck and sleeve edged with embroidery. Special for Annual Sale at **95c**

FIFTEEN STYLES OF GOWNS IN CAMBRIC, LONG CLOTH AND NAINSOOK—Empire, Chemise buttoned down the front and slip-over styles; also high necks and long sleeve. These gowns are exceptionally long and wide; extra well made; all the trimmings are fine. Special for Annual Sale **\$1.25**

EIGHT STYLES OF MUSLIN, LONG CLOTH AND CAMBRIC—Slip-over gown, low neck and elbow sleeves; high and V neck with long sleeves edged with new English hemstitched embroidery, drawn at the neck with fancy ribbon. Special for Annual Sale at **\$1.75**

SLIP-OVER STYLE IN GOWNS—made of nainsook; square neck; yoke made of lace and embroidery insertion, full bell sleeves; edge with val lace; large bows of ribbon.

HIGH V NECK—with imitation of hand embroidery yoke; edged with embroidery, neck and sleeves. Special for annual sale, at **\$2.50**

FINER GOWNS—These are only a hint of what you will see in the displays of gowns on the various tables. Large stocks in reserve. Our finer ones are as exceptionally good value as the specials enumerated here. The stock includes the Josephine style with short sleeves of embroidery, inlaid with val insertion and deep edging of lace and drops of white ribbon **\$3.00 to \$15.00**

LADIES' SHORT SKIRTS.

Short skirts made of cambric with embroidered ruffle. Special for Annual Muslin Underwear Sale **50c**

Short skirts, cambric top with cambric lawn ruffle, tucked; some lace trimmed; others embroidery trimmed. For Annual Muslin Underwear sale special **65c**

SHORT SHIRTS—With French fitted bands; two rows of lace insertion, other with wide embroidered ruffles and tucks. **95c to \$1.50**

Extra Sizes for Stout Ladies.

GOWNS—Extra size in both high and low neck. From—

\$1.00 to \$2.50

DRAWERS—EXTRA SIZES—In plain or umbrella style trimmed in either lace or embroidery ruffle. From—

50c to \$2.75

EXTRA SIZE SHORT SKIRTS—Made of cambric with embroidery ruffles. From—

\$1.00 to \$1.25

WHITE SKIRTS—Extra sizes—Made of cambric with lawn ruffles and deep flounce of embroidery.

\$1.50 to \$2.75

Men's Collars Half Price.

Four ply linen, all sizes and styles—regular 2 for 25—reduced to 4 for 25c. Monday only.

Men's Handkerchiefs

Our stock of regular 25 cent handkerchiefs will be reduced for this Annual Sale

to **20c**

Embroidery.

A large shipment of Swiss and Nainsook Embroidery with insertion to match—1 1/2 to 15 inches wide—worth up to 50c—

Sale price **12 1/2c**

A beautiful display of Val Laces and insertions—Sale price per dozen **25c**

Ladies' Muslin Drawers

Open and Closed.

MUSLIN DRAWERS—Deep flounce, cluster of tucks; edged with embroidery. Extra special for Annual Sale **39c**

MUSLIN AND CAMBRIC—Embroidered ruffle with cluster of tucks. Special for Annual Muslin Sale at **50c**

CAMBRIC DRAWERS—Lawn ruffle with insertion and edging of plat val or imitation of torchon lace; another with plain hemstitched ruffle. Annual Muslin Sale **65c**

CAMBRIC DRAWERS with lawn or cambric ruffle; one with deep ruffle of embroidery; another with wide lace insertion and lace. Muslin Sale Price **95c**

THE VASSAR DRAWER is cut in circular shape and is extra wide. Made Nainsook and lawn ruffles; deep lace and finished with wash ribbon. Annual Muslin Sale Price **1.25**

UMBRELLA DRAWERS—Made of cambric or long cloth; one style trimmed with embroidered ruffle and another with pompadour lace, making a deep ruffle and a band of fancy beading and wash ribbon. Muslin Sale Price **\$1.75**

Various other styles, many of which are of finer qualities.

All Infants' Colored Bonnets At Half Price.

One white Louise silk Marguerite bonnet reduced from \$11.50 to **4.95**

One shirred silk polk bonnet with pink buds and silk applique trimmings with large satin ties—regular \$23.75. **\$6.75**

THE GREAT Undermuslin and White Goods Sale which the people of Salt Lake invariably await with keenest anticipation, begins tomorrow. It will be a splendid selling event, affording more ample economic advantages and a larger extent and variety of lingerie and other white goods than ever before. The Sale occurs—but once a year.

Replenish your household linens. Every purchase means a timely saving. Embroideries and laces at equally low prices. Magnificent assemblage of newest patterns. Handsome showing of new spring neckwear. Latest conceptions in dainty dress accessories.



Inauguration of an immense handkerchief sale. Interesting values for men and women. White spring goods will be a feature of the event. The sale represents weeks of planning. Fine stock of linens, towel-ing, etc. Attractive assortments at interesting prices.



It is the unceasing effort of the management to improve the store service—so that you will grow more used to the store, and feel that it is more and more YOUR store. The aim is to win.



It is our earnestness of purpose to give you value for your money see that you are satisfied with a purchase; that you have had considerate attention and that shopping has been made a pleasure.

¶ The daintiest of garments in the newest styles. ¶ Hundreds of lovely new patterns at special prices. ¶ From France we receive handsome hand-made lingerie ¶ Wonderful showing of skilled needlework and embroidery. ¶ New stock has been selected at first hand; no old goods. ¶ Beautiful garments to suit in the individual taste. The best values we have offered at a muslin sale. The lowest prices at which fine muslins have been sold. Sale starts Monday morning. Early shopping means choice selections.

White Materials—Another White Goods Year

In the domestic section may be found the new and popular fabric for this season's use.

Dotted and Figured Swiss, Dimities, Alpine Lawn, Silk Chambray, Lingerie Lawn, Mercerized Pongette, etc. French Lawns, French Batiste, Mazalia, Nainsooks, Long Cloths, Fern Muslin, Linen finished Cottons, Cambrics, Mercerized Waistings, etc.

Indications point to a scarcity of nice white goods for this year,

therefore we urge early buying. Having placed early orders are enabled to offer the following at Special prices for this week.

SPECIAL—Nainsook in pieces 39 inches wide, a piece— **\$1.50 and \$1.75**

SPECIAL—A 36 inch wide Bleached Cotton, of superior quality and finish. Worth 12 1/2c, at **10c**

SPECIAL—Fern Muslin, 36 inch wide. A favorite Cotton. A yard **14c**

SPECIAL—Corded check Lawns worth 25c at **20c**

GLASGOW LINEN FINISH SUITING—For Ladies' Costumes and Buster Brown Suits for Children—Value 20c at **15c**

THE VERY THINGS YOU WANT AWAIT YOU.

Ladies' Skirts.

A Marked Feature certain to attract attention are these dainty new skirts.

White muslin skirts with three clusters of tucks; deep hemstitched lawn ruffle; also

Muslin Top with wide lawn ruffle, edged with embroidery; also Muslin shirt with cambric ruffle, wide lace insertion edged with wide lace. Special for Annual Sale **95c**

CAMBRIC SKIRTS—Drop under-flounce with narrow ruffle; deep ruffle of English and open embroidery and two clusters of tucks. Special for Annual Sale **\$1.95**

CAMBRIC SKIRTS—Deep foot-ruffle and flounce of wide embroidery with 14 tucks in flounce; also one with wide lace insertion and clusters of hemstitched tucks. Special for Annual Sale **\$2.75**

CAMBRIC SKIRTS—with lawn ruffle; embroidery insertion; fancy heading; two clusters of tucks; 12 in. ruffle of embroidery; also

CAMBRIC TOP—with fan shaped flounce of six rows of plat val lace insertion edged with lawn ruffle and wide lace. Special for Annual Sale **\$3.75**

CAMBRIC SKIRT—with 20 in. flounce of English lawn embroidery and cambric underlay; also

SKIRT WITH CAMBRIC TOP—deep flounce of six rows of lace insertion, with Queen Elizabeth ruffle made of plat val lace and under-ruffle edged with lace; finished with wide fancy bead ing and wash ribbon. Extra value for Annual Sale **\$4.95**

Our display of white skirts in the finer numbers are not excelled. STYLE 1—made with a lawn top, drop ruffle embroidered and a deep flounce of a fan pattern embroidery; wide beading as a heading of flounce with ribbon drawn through. **\$5.00 to \$25.00**

LADIES' CHEMISE AND MARGURETTES

60-INCH CHEMISE—Made of nainsook or long cloth with round neck; yoke made of embroidery or lace, fancy beading and wash ribbon; foot ruffle edged with embroidery or lace. Annual **\$1.25**

LADIES' 90-INCH CHEMISE—Made of nainsook; round neck; three rows of lace insertion joined with beading; foot trimming of lace. Annual **\$1.75**

MARGURETTE STYLE—round neck; trimmed back and front with two rows of lace beading and wash ribbon at waist band. Annual sale price **\$2.50**

Ladies' Corset Covers.

Plain tight-fitting—with three rows of tucks finished ready for trimming.

Full Front Corset Covers with deep lace around the neck, drawn with ribbon, Annual Muslin sale price **25c**

FULL FRONT—Lace or embroidered edging. Annual Muslin sale price **35c**

FULL FRONT AND TIGHT FITTING—Corset covers with lace or embroidery trimming. Extra values for Annual Muslin sale **50c**

ALL OVER embroidery corset covers with straps of embroidery.

EXTRA FULL FRONT—With three rows of Plat Val lace insertion and lace straps over shoulders, drawn with ribbon also several other styles with lace and embroidery **95c**

FULL FRONT FANCY CORSET COVERS—Made of long cloth, three rows of pompadour insertion back and front and edged with the same.

CORSET COVERS MADE OF LONG CLOTH—With deep edge of imitation of French embroidery drawn with ribbon, Muslin Underwear sale price **\$1.75**

Many other styles. Many finer ones.

FULL FRONT CORSET COVERS—with three rows of English embroidery edged with hemstitched ruffle.

FULL FRONT CORSET COVERS—With three rows of plat val; lace insertion and fancy beading laced with wash ribbon, edged with wide lace. Annual Muslin sale Price **\$1.25**

Bridal Trousseau.

We have the three piece bridal ets, including Gown, Drawer and Chemise; trimmed, embroidered medallions, scalloped ruffle; val lace and insertion with neat beading and laced with wash ribbon.

Fine Muslin Underwear.

New arrival of hand-made underwear consisting of gowns both high and low necks and short and long sleeves from—

\$3.75 to \$15.00

Hand made drawers from— **\$2.25 to \$9.75**

Hand-made chemise from— **\$1.95 to \$10.00**

Hand-made Bridal Sets from— **\$17.50 to 37.50**

Men's K.-O.B. Sox

Our special K. O.B. sox reduced for Monday only **20c**

This is the long wearing sox we have told you about.

Dainty Neckwear.

A beautiful new line of Linen and Lace Collars—the washable kinds, in tailored and dainty lace trimmed effects. special **35c**

Handkerchiefs.

Hand embroidered initial handkerchiefs—Regular 25c ones for .. **17c**

Hemstitched and embroidered handkerchiefs—Regular 35c each for **17c**

Plat Val Laces—worth up to 35c yard, Sale **10c**